

Academic year:  
2025/2026



**BUDAPEST UNIVERSITY  
OF ECONOMICS  
AND BUSINESS**



## MSc Marketing

Semester 1	Credit	Semester 2	Credit
Marketing Management	6	Brand Building	6
Management of Value-Creating Processes	6	Modern Methods of Marketing Research	6
Foreign Language for Business and Social Sciences	3	Strategic Management	6
Mathematical and Statistical Analysis Methods	6	Business Intelligence and Data Analytics	6
Modern Economic Theories	6	Elective course	3
Semester 3	Credit	Semester 4	Credit
Marketing Planning and Strategy	6	Innovative Marketing Communication	6
Public Relations and Strategic Communication	6	Communication and Brand Strategy	6
Service Development and Service Marketing	6	Marketing for International Market Entry	6
Advanced Research Methodology	5	Programme-specific elective courses 2	6
Programme-specific elective courses 1	6	Thesis Project 1	5
Elective course	3	Thesis Project 2	5

### Programme-specific elective courses include

Sales and Corporate Operations Practices; Sustainable Marketing and Responsible Consumption; Artificial Intelligence in Marketing; Personal Branding; Data-Driven Marketing; Sociology and Psychology of Consumption; Geomarketing; Advanced Social Media Marketing; Marketing for Small Enterprises